

**Amendments to the Claims:**

This listing of claims replaces all prior versions and listings of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A computer-implemented method comprising:  
generating, at a server, a morphing advertisement including a compact display format including an associated expansion icon, an expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option, and code a client device uses to transition the morphing advertisement from the compact display format into the expanded display format upon a user request to display the expanded display format;

receiving a request for one or more advertisements related to a subject matter of interest to be presented on a webpage with content associated with a publisher; and

delivering at one time, from the server to an end user device, the morphing advertisement in response to the request to be presented on the webpage with the content associated with the publisher, the morphing advertisement including the compact display format, the expanded display format, and the code,

wherein the generating, receiving, and delivering are performed by one or more computers.

2. (Previously Presented) The computer-implemented method of claim 1, wherein the expanded display format comprises additional information about the item being advertised compared to the compact display format.

3. (Previously Presented) The computer-implemented method of claim 2, wherein the additional information comprises one or more images.

4. (Cancelled)

5. (Previously Presented) The computer-implemented method of claim 1, wherein at least one menu option comprises a link to at least one other content item.

6. (Currently Amended) The computer-implemented method of claim [[4]] 1, wherein upon selection of one of the menu options, the content specified in association with the selected menu option is retrieved.

7. (Previously Presented) The computer-implemented method of claim 6, wherein the content retrieved comprises content provided by or affiliated with a host entity that performs the storing, receiving and delivering steps.

8. (Previously Presented) The computer-implemented method of claim 2, wherein the additional information comprises an animation.

9. (Previously Presented) The computer-implemented method of claim 2, wherein the additional information comprises audio and/or video.

10. (Previously Presented) The computer-implemented method of claim 1, wherein the user request comprises selection of the expansion icon associated with the compact display format.

11. (Currently Amended) The computer-implemented method of claim 1, wherein the user request comprises a mouse-over user selection of the morphing advertisement when displayed in the compact display format.

12. (Previously Presented) The computer-implemented method of claim 1, wherein the user request comprises a preference specified by the user.

13. (Previously Presented) The computer-implemented method of claim 1, further comprising:

storing a price parameter in association with one or more advertisements for certain performance by end users viewing the advertisements; and

upon receiving the request, determining the one or more advertisements to deliver based

at least in part on the price parameter associated with a plurality of advertisements associated with a subject matter of interest.

14. (Previously Presented) The computer-implemented method of claim 13, further comprising:

granting a ranking bonus to the morphing advertisement in determining the one or more advertisements to deliver.

15. (Previously Presented) The computer-implemented method of claim 13, wherein the determining step further comprises:

ranking the advertisements based on an effective revenue per impression determined based on bid amount and click-through-rate.

16. (Previously Presented) The computer-implemented method of claim 15, further comprising:

granting a bonus for the morphing advertisement including taking an action causing a change to the effective revenue per impression for the morphing advertisement.

17. (Previously Presented) The computer-implemented method of claim 16, wherein taking an action comprises:

enhancing the price parameter for the morphing advertisement.

18. (Previously Presented) The computer-implemented method of claim 17, wherein the advertiser is charged based on the price parameter but not the increased price parameter value when the morphing advertisement achieves one or more performance parameters.

19. (Previously Presented) The computer-implemented method of claim 13, wherein the advertiser is charged an increased amount for the morphing advertisement.

20. (Previously Presented) The computer-implemented method of claim 13, further comprising:

calculating an amount owed by an advertiser associated with an advertisement based on the advertisement meeting a performance parameter associated with the morphing advertisement.

21. (Previously Presented) The computer-implemented method of claim 20, wherein the performance parameter is determined based on user activity associated with the second display format.

22. (Previously Presented) The computer-implemented method of claim 21, wherein the user activity comprises a predetermined period of time viewing the expanded display format.

23. (Previously Presented) The computer-implemented method of claim 21, wherein the user activity comprises the user request to view the expanded display format.

24. (Previously Presented) The computer-implemented method of claim 21, wherein the user activity comprises a predetermined number of user selections of menu options, navigational links or other controls available in the expanded display format.

25. (Cancelled)

26. (Currently Amended) The computer-implemented method of claim ~~25~~21, wherein the expanded display format comprises a graphic.

27. (Previously Presented) The computer-implemented method of claim 26, wherein the code includes an instruction to preload a graphic associated with the expanded display format before an end user request to display the expanded display format.

28. (Previously Presented) The computer-implemented method of claim 1, wherein the expanded display format covers different area in an interface of the end user system than the compact display format.

29. (Previously Presented) The computer-implemented method of claim 28, further comprising:

storing a price parameter value in association with the one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user;

upon receiving a request for an advertisement, determining one or more advertisements to deliver based at least in part on the price parameter associated with a plurality of advertisements

associated with the subject matter of interest; and

wherein the step of determining includes assessing whether to deliver the morphing advertisement based on the price parameter of the morphing advertisement, the price parameter value of at least one other advertisement and at least one area-based parameter.

30. (Previously Presented) The computer-implemented method of claim 29, wherein the area-based parameter comprises the price parameter value of at least one advertisement that the expanded display format would cover upon user request.

31. (Previously Presented) The computer-implemented method of claim 30, wherein the one or more advertisements are delivered for display in a priority scheme and wherein the morphing advertisement may cover one or more other advertisements by accepting an obligation to pay the price parameter value associated with the morphing advertisement and the price parameter value associated with each other advertisement that the second display format covers.

32. (Previously Presented) The computer-implemented method of claim 31, wherein the morphing advertisement may cover one or more other advertisements by accepting an obligation to pay the price parameter value associated with the morphing advertisement and the price parameter value associated with each other advertisement that the second display format covers plus a premium amount.

33. (Previously Presented) The computer-implemented method of claim 1, wherein the compact and the expanded display formats are approved prior to being delivered.

34. (Currently Amended) An apparatus comprising:  
a database system for storing a plurality of advertisements associated with one or more subject matters of interest to users, the plurality of advertisements comprising at least one morphing advertisement; and

a server for performing operations comprising:

generating a morphing advertisement including a compact display format including an associated expansion icon, an expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu

option, and code a client device uses to transition the morphing advertisement from the compact display format into the expanded display format upon a user request to display the expanded display format;

receiving a request for one or more advertisements related to a subject matter of interest to be presented ~~on a webpage~~ with content associated with a publisher; and

delivering at one time the morphing advertisement in response to the request to be presented ~~on the webpage with the content~~ associated with the publisher, the morphing advertisement including the compact display format, the expanded display format, and the code.

35. (Previously Presented) The apparatus of claim 33, wherein the expanded display format comprises additional information about the item being advertised compared to the compact display format.

36. (Previously Presented) The apparatus of claim 35, wherein the additional information comprises one or more images or image references.

37. (Previously Presented) The apparatus of claim 35, wherein the additional information comprises menu options or links that enable the user to request additional content.

38. (Previously Presented) The apparatus of claim 37, wherein upon selection of one of the menu options, the content specified in association with the selected menu option is retrieved.

39. (Previously Presented) The apparatus of claim 38, wherein the content retrieved comprises content provided by or affiliated with a host entity that performs the storing, receiving and delivering steps.

40. (Previously Presented) The apparatus of claim 35, wherein the additional information comprises information of a type selected from a group consisting of animation, audio, and video.

41. (Previously Presented) The apparatus of claim 34, wherein the one or more user requests comprises selection of the expansion icon presented in association with the compact display format.

42. (Currently Amended) The apparatus of claim 34, wherein the one or more user requests comprises a ~~mouse-over~~ user selection of the compact display format.

43. (Previously Presented) The apparatus of claim 34, wherein the one or more user requests comprises a preference specified by the user.

44. (Previously Presented) The apparatus of claim 34, further comprising:  
a database system for storing a price parameter value in association with one or more advertisements for various actions that can be taken by end users viewing the advertisements;  
and  
wherein, the advertising listing system, upon receiving the request for an advertisement, determines one or more advertisements to deliver based at least in part on the price parameter value associated with a plurality of advertisements associated with the subject matter of interest.

45. (Previously Presented) The apparatus of claim 44, wherein the advertising listing system grants a bonus for morphing advertisements in determining the one or more advertisements to deliver.

46. (Previously Presented) The apparatus of claim 44, wherein the advertising listing system determines ranking of advertisements based on an effective revenue per impression .

47. (Previously Presented) The apparatus of claim 46, wherein the advertising listing system grants a bonus for morphing advertisements by taking an action causing a change to the effective performance-rate for the morphing advertisement.

48. (Previously Presented) The apparatus of claim 47, wherein the action comprises enhancing the value for the morphing advertisement.

49. (Previously Presented) The apparatus of claim 48, wherein the advertiser is charged based on the price parameter value but not the increased price parameter value when the morphing advertisement meets a performance parameter.

50. (Previously Presented) The apparatus of claim 34, wherein the advertiser is charged an increased amount for a morphing advertisement.

51. (Previously Presented) The apparatus of claim 34, further comprising:  
calculating an amount owed by an advertiser associated with an advertisement when certain performance by the morphing advertisement occurs.

52. (Previously Presented) The apparatus of claim 51, wherein performance is determined based on user activity associated with the expanded display format.

53. (Previously Presented) The apparatus of claim 52, wherein the user activity comprises a predetermined period of time viewing the expanded display format.

54. (Previously Presented) The apparatus of claim 52, wherein the user activity comprises the user request to view the expanded display format.

55. (Previously Presented) The apparatus of claim 52, wherein the user activity comprises a predetermined number of user selections of menu options available in the expanded display format.

56. (Previously Presented) The apparatus of claim 34, wherein the code include data sufficient to enable the end user system to display the contents of the expanded display format.

57. (Previously Presented) The apparatus of claim 56, wherein the expanded display format comprises a graphic and wherein the code includes an instruction to preload the graphic before an end user request to display the expanded display format.

58. (Previously Presented) The apparatus of claim 34, wherein the expanded display format covers different area of the user interface than the compact display format.



59. (Cancelled)

60. (Previously Presented) The apparatus of claim 34, wherein the expanded display format covers a different location of the user interface than the compact display format.

61. (Previously Presented) The apparatus of claim 34, further comprising:  
a database system for storing a price parameter value in association with one or more advertisements for various actions taken by end users viewing the advertisement; and  
wherein the advertising listing system, upon receiving a request for an advertisement, determines one or more advertisements to deliver based at least in part on the price parameter value associated with a plurality of advertisements associated with the subject matter of interest and an assessment whether to deliver a morphing advertisement based on the price parameter value of the morphing advertisement and an area-based parameter .

62. (Previously Presented) The apparatus of claim 61, wherein the area-based parameter comprises a price parameter associated with an advertisement that the second display format would cover.

63. (Previously Presented) The apparatus of claim 61, wherein a plurality of advertisements are delivered for display in a priority scheme and wherein a morphing advertisement may cover one or more other advertisements by accepting an obligation to pay the price parameter value associated with the morphing advertisement and the price parameter value associated with each other advertisement that the expanded display format covers.

64. (Previously Presented) The apparatus of claim 34, wherein the compact and expanded display formats are approved prior to being delivered.

65. (Currently amended) A computer-implemented method comprising:  
generating at a server, a morphing advertisement including a compact display format including an associated expansion icon, an expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option, and a code that the end user system uses to transition the morphing advertisement from the compact display format into the expanded display format upon a user

request to display the expanded display format;

including the morphing advertisement in an electronic document, the morphing advertisement including the compact display format, the expanded display format, the code, and instructions for initially displaying the morphing advertisement in the electronic document in the compact display format; and

delivering at one time, from the server to the end user device, the electronic document including the morphing advertisement,

wherein the generating, including, and delivering are performed by one or more computers.

66. (Previously Presented) The computer-implemented method of claim 65, wherein the expanded display format comprises additional information about the item being advertised compared to the compact display format.

67. (Previously Presented) The computer-implemented method of claim 65, wherein the additional information comprises information selected from a group consisting of one or more images, one or more menu options, one or more animations, one or more videos, and one or more audio elements.

68. (Previously Presented) The computer-implemented method of claim 65, wherein the user request comprises selection of a control mechanism presented as part of the compact display format.

69. (Currently Amended) The computer-implemented method of claim 65, wherein the user request comprises a ~~mouse-over~~ user selection of the compact display format.

70. (Previously Presented) The computer-implemented method of claim 65, wherein the request comprises a preference specified by the user.

71. (Previously Presented) The computer-implemented method of claim 65, wherein the code includes data sufficient to enable the end user system to display the contents of the expanded display format.

72. (Previously Presented) The computer-implemented method of claim 71, wherein the expanded display format comprises a graphic and wherein the code includes an instruction to preload the graphic before an end user request to display the expanded display format and further comprising the step of preloading the graphic prior to receiving a request to display the expanded display format.

73. (Previously Presented) The computer-implemented method of claim 65, wherein the expanded display format covers more area in an interface of the end user system than the compact display format.

74. (Previously Presented) The computer-implemented method of claim 65, wherein the expanded display format covers one or more other advertisements in an interface of the end user system.

75. (Previously Presented) The computer-implemented method of claim 65, wherein the first and second display formats are approved prior to being delivered.

76. (Currently Amended) A processor-readable medium comprising code for instructing a system to display a morphing advertisement in an electronic document, processor-readable medium comprising code for instructing a processor to perform the steps of:

~~generating-generate~~ at a server, a morphing advertisement including a compact display format including an associated expansion icon, an expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option, and a code an end user system uses to transition the morphing advertisement from the compact display format into the expanded display format upon a user request to display the expanded display format;

~~including-include~~ the morphing advertisement in an electronic document, the morphing advertisement including the compact display format, the expanded display format, the code, and instructions for initially displaying the electronic document in the compact display format; ~~and delivering-deliver~~ at one time, from the server to the end user device, the electronic document including the morphing advertisement, wherein the generating, including, and delivering are performed by one or more computers.

77. (Previously Presented) The processor-readable medium of claim 76, wherein the expanded display format comprises additional information about the item being advertised compared to the compact display format.

78. (Previously Presented) The processor-readable medium of claim 76, wherein the additional information comprises information selected from a group consisting of one or more images, one or more menu options, one or more animations, one or more videos, and one or more audio elements.

79. (Previously Presented) The processor-readable medium of claim 76, wherein the user request comprises selection of an expansion icon presented as part of the compact display format.

80. (Previously Presented) The processor-readable medium of claim 76, wherein the user request comprises a mouse-over of the compact display format.

81. (Previously Presented) The processor-readable medium of claim 76, wherein the expanded display format comprises a graphic and wherein the code further comprises preloading the graphic prior to receiving a request to display the second display format.

82. (Previously Presented) The processor-readable medium of claim 76, wherein the expanded display format covers more area in an interface of the end user system than the compact display format.

83. (Previously Presented) The processor-readable medium of claim 76 wherein the expanded display format covers one or more other advertisements in an interface of the end user system.

84. (Withdrawn) A computer-implemented method for advertising in an electronic document, the computer-implemented method comprising the steps of:  
storing a plurality of advertisements associated with one or more subject matters of interest to users;  
storing at least one price parameter value in association with one or more advertisements

when the advertisement meets one or more performance parameters with respect to the end user;  
receiving a request for one or more advertisements related to a subject matter of interest;  
and

upon receiving a request for an advertisement, determining one or more advertisements to deliver based at least in part on the price parameter associated with at least a portion of the plurality of advertisements associated with the subject matter of interest and at least one area-based parameter.

85. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the size of advertisement requested.

86. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the number of advertisements requested.

87. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the location of advertisement requested.

88. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises wherein the price parameter comprises a bid value.

89. (Withdrawn) The computer-implemented method of claim 88 wherein the area-based parameter comprises wherein the bid value is associated with one or more area-based parameters.

90. (Withdrawn) The computer-implemented method of claim 89 wherein the area-based parameter comprises wherein the bid value is based on a size of advertisement.

91. (Withdrawn) The computer-implemented method of claim 89 wherein the area-based parameter comprises wherein the bid value is based on another advertisement to be covered.

92. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the price parameter value of at least one advertisement that the second display format would cover upon user request.

93. (Withdrawn) The computer-implemented method of claim 84 wherein a plurality of advertisements are delivered for display in a priority scheme and wherein one advertisement may be delivered in place of a plurality of advertisements based on an area-based parameter that indicates a willingness to pay the price parameter value associated with at least one other advertisement.

94. (Withdrawn) An apparatus for delivering advertising in an electronic document comprising:

a database system for storing a plurality of advertisements associated with one or more subject matters of interest to users and at least one price parameter value in association with one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user; and

an advertising listing system that receives a for one or more advertisements related to a subject matter of interest and determines one or more advertisements to deliver based at least in part on the price parameter associated with at least a portion of the plurality of advertisements associated with the subject matter of interest and at least one area-based parameter.

95. (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the size of advertisement requested.

96. (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the number of advertisements requested.

97. (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the location of advertisement requested.

98. (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises wherein the price parameter comprises a bid value.

99. (Withdrawn) The apparatus of claim 98 wherein the area-based parameter comprises wherein the bid value is associated with one or more area-based parameters.

100. (Withdrawn) The apparatus of claim 99 wherein the area-based parameter comprises wherein the bid value is based on a size of advertisement.

101. (Withdrawn) The apparatus of claim 99 wherein the area-based parameter comprises wherein the bid value is based on another advertisement to be covered.

102. (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the price parameter value of at least one advertisement that the second display format would cover upon user request.

103. (Withdrawn) The apparatus of claim 94 wherein a plurality of advertisements are delivered for display in a priority scheme and wherein one advertisement may be delivered in place of a plurality of advertisements based on an area-based parameter that indicates a willingness to pay the price parameter value associated with at least one other advertisement.

104. (Withdrawn) An apparatus for enabling an advertiser to provide inputs for a morphing advertisement comprising:

an input module for providing an interface through which an advertiser user may input data for a first and second display format for a morphing advertisement, the interface receiving data including at least one URL for the first display format and at least one image for the second display format; and

a database system for storing the data received through the input module associated with the first and second display formats for the morphing advertisement for subsequent delivery to end users.

105. (Withdrawn) The apparatus of claim 104 wherein the interface enables an advertiser user to provide at least one menu title and at least one corresponding destination.

106. (Withdrawn) The apparatus of claim 105 wherein the corresponding destination comprises a web page.

107. (Withdrawn) The apparatus of claim 106 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

108. (Withdrawn) The apparatus of claim 104 wherein the interface enables an advertiser user to provide data related to contact information.

109. (Withdrawn) A computer-implemented method for enabling an advertiser to provide inputs for a morphing advertisement comprising the steps of:

receiving from an advertiser user data for a first and second display format for a morphing advertisement, the interface receiving data including at least one URL for the first display format and at least one image for the second display format; and

storing the data received through the input module associated with the first and second display formats for the morphing advertisement for subsequent delivery to end users.

110. (Withdrawn) The computer-implemented method of claim 109 further comprising the step of receiving data relating to at least one menu title and at least one corresponding destination.

111. (Withdrawn) The computer-implemented method of claim 109 wherein the corresponding destination comprises a web page.

112. (Withdrawn) The computer-implemented method of claim 109 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

113. (Withdrawn) The computer-implemented method of claim 109 further comprising the step of receiving data relating to contact information.

114. (Withdrawn) An interface for enabling an advertiser to provide inputs for a morphing advertisement comprising:

at least one input field through which an advertiser user may input data for a first display format for a morphing advertisement including at least one URL for the first display format; and at least one input field through which an advertiser may input data for a second display format for a morphing advertisement including data related to at least one image.



115. (Withdrawn) The interface of claim 114 wherein the interface enables an advertiser user to provide at least one menu title and at least one corresponding destination.

116. (Withdrawn) The interface of claim 115 wherein the corresponding destination comprises a web page.

117. (Withdrawn) The interface of claim 116 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

118. (Withdrawn) The interface of claim 114 wherein the interface enables an advertiser user to provide data related to contact information.